



Linguo culturological Analysis of the Language of Advertising in The American English Language

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ABSTRACT

This article is devoted to the study of advertising discourse in American English. Advertising is a mirror of a country's culture, its mentality and national character, which reflects all socio-cultural phenomena. The study reveals not only the linguistic and cultural features of advertising slogans, but also conducts their linguistic and stylistic analysis in order to identify the cultural characteristics of American society.

Keywords:

Linguacultural, advertising, national character, advertising slogan, linguistic-stylistic analysis, American society.

In the context of modern linguistic and cultural studies, the description of advertising discourse is becoming increasingly relevant. It is impossible to imagine the modern world without advertising. As potential consumers, we are exposed to a powerful stream of advertising information from various media, including newspapers, magazines, television, radio and the Internet. Advertising is designed to reflect the differences between products and bring this information to the attention of the consumer. The language of advertising is not only intended to convey information; its main goal is to persuade and influence the minds of buyers. The word "advertisement" first appeared in the Bible in 1655 and meant warning. The Encyclopedia Britannica interprets the word advertisement as follows: a public announcement, generally printed or oral, made to promote a commodity, service, or idea [6]. "Advertising" is a public announcement, usually oral or written, that is made to promote a product, service or idea [our translation. - G.P.]. W. Wells, J. Burnet and S. Moriarty define: advertising is a paid nonpersonal communication form with an identified sponsor using mass media to persuade or influence the audience [9. P. 8].

Advertising is a paid, impersonal form of communication in which a specific sponsor uses the media to persuade and influence the audience [our translation. - G.P.]. Dictionary of the Russian language S.I. Ozhegova describes advertising as "notifying in various ways to create widespread awareness of someone or something in order to attract consumers, viewers, etc." [4. P. 665]. From the above definitions it is clear that advertising is important not only for manufacturers, but also for consumers. It is the driving force of society and reflects all the changes occurring in it. J. Russell rightly called advertising "the mirror of society" [7. P. 508].

In each country, advertising is targeted at the audience of that particular country; it is targeted at residents of a particular state. Naturally, in different countries, the products and services consumed are the same, but at the same time, advertising has its own unique specificity, which affects speakers of a certain linguistic culture. The unit of advertising text is the word. Moreover, the word is the most important linguistic unit, since it is endowed with meaning, a meaning that carries information about objects and their qualities. When creating advertising, the main process is

creating advertising text, which involves careful selection of words. It must convey as much basic marketing information as possible in as few words as possible. Therefore, every word included in the advertising text must be extremely accurate, significant, justified and understandable to the residents of a given country exactly in the meaning that the author intended. Advertisers use various features of the language and are guided by the rules of its use. The possibilities of the language are extremely rich due to the presence of various artistic and visual means. The language of advertising is characterized by a number of specific features that distinguish it from other sublanguages (sublanguage of culture, sublanguage of literature, etc.). The language of advertising has certain linguistic features: - a specific selection of vocabulary, characterized by a rich connotative trail, an abundance of meanings; - words are often stylistically colored, which attracts the attention of those who perceive the text; - the use of vocabulary in a non-literal sense to enhance imagery; - numerous use of idioms to create imagery [3]. The main purpose of advertising language is the ability to make an impression, to leave a bright mark on the text. When perceiving an advertising text, the main thing is the reaction to the image, which will remain in memory through the maximum use of language means - idiomatic expressions, low-frequency vocabulary and vocabulary with emotional-evaluative meanings (affixes). This article examines the linguistic and cultural features of advertising in American society, which represents not only a vast area of practical activity, but also a special area of linguistic communication. For example, an advertisement for Coca-Cola: "Coca-Cola - The Coke side of life" - Everything will be Coca-Cola. According to the authors, in this case it is necessary to start from the fact that Coca-Cola is associated with goodness, something good. The slogan clearly sounds like the old American proverb "sunny side of the road" which later transformed into the expression "sunny side of life." In this example, there is a break in the idiom, into which the subject of speech is inserted in place of something

positive. Next, we should talk about methods of attracting the attention of consumers to the advertised product through its design, or design. After all, it is the design of advertising that creates the prerequisites for successfully achieving the final result - turning a potential consumer into a real buyer. When preparing a poster, booklet or other printed advertisement, it is very important to think through the design well: position the text correctly, find an effective picture and choose the color scheme against which the product advertisement will be perceived best. Psychologists have found that the perception of color depends on the emotional state of a person. Thus, by choosing a specific color, you can control the consumer's attitude towards advertising, and by creating the necessary color environment, you can evoke the required emotions in the advertising consumer. With the right choice, there is a desire to purchase the advertised product. For example, an advertisement for a large burger in the McDonald's chain - on a bright red background there is a juicy, appetizing bun "The thing you want when you order salad." This color background attracts the attention of buyers. The same technique was used in social advertising, the goal of which was to reduce the number of accidents on the roads: "Applying makeup while driving can be deadly!" This slogan is located on a black background, which evokes negative feelings, feelings of danger and fear. The advertising effect is also based on the correct use of a number of linguistic phenomena and patterns. When we talk about the language of advertising messages, we are talking about the use of language for professional purposes, the result of which is the generation of messages aimed at a specific audience and performing specific tasks. Advertising as one of the forms of verbal communication has a significant distinctive feature: often communication occurs in conditions that can be defined as unfavorable. The fact is that advertising is a so-called "one-way" type of communication, called one-way communication in the book by Torben Vestergaard and Kim Schroeder "The Language of Advertising", which in a certain way narrows the range of possible mechanisms of influence

on the audience [8. P. 132]. In addition, the possibility of using various means of influencing the audience in advertising is to a certain extent limited by ethical standards and legal acts. Therefore, in advertising messages in a fairly "limited space" (since one of the characteristic features of advertising texts is brevity), one can observe an extremely high concentration of various stylistic devices. In addition, Americans are characterized by practicality and pragmatism in all spheres of life. Pragmatic orientation in an advertising context is nothing more than the author's focus on fulfilling a predetermined goal of the message, but with a powerful impact and vivid manifestation. Pragmatism, a clear focus, and sometimes some shocking rudeness in American social advertising were well expressed, for example, in the advertisement for Old Spice deodorant: "There is a man in there, smells better than yourself" - somewhere there is a man. At first glance, she looks very rude and shocking, but in her we see a reflection of reality, a real male essence. And it is precisely this kind of advertising that makes the American consumer think and attracts the buyer's attention to the product. In advertising, it is important for Americans when there is a certain logic, strength, and at the same time simplicity. The properties of speech and verbal means of communication play an important role - a well-written copywriting text is the basis for most stories. For example, the advertising slogan of Johnnie Walker whiskey - "Taste Life" - literally translated sounds like "taste life" - a completely appropriate advertising phrase. Meanwhile, in English it has a much greater semantic load [1]. The main idea is that people are encouraged not just to try "life", to try a given product, but to live life in such a way that there is something to remember. So, from the above, we can conclude that American advertising is characterized by such qualities as simplicity, straightforwardness and logic. It is associated not only with the promotion of goods to the market from a commercial point of view, but also carries out intercultural interaction, as it is a way of contact between different cultures. In general, advertising is a mirror of the culture of

a given country, its mentality and national character, which reflects all socio-cultural phenomena.

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